

Geography of Alcohol
Geography 3803: 3 Credits
University of Florida
Section: 1H00
Williamson Hall (WM): Room 0100
Fall 2017

Course Meeting Times: (Period 6 MWF: 12:50 PM – 1:40 PM)

Instructor: Matthew G. McKay, Department of Geography

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Office Hours:

Wednesday: 2:30 PM – 4:00 PM

Friday: 2:30 PM – 4:00 PM

*(Other times *by appointment*)

Location of the Department of Geography:

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Department of Geography : Main Office's Hours of Operation:

Monday through Thursday: 8:00 a.m. to 5:00 p.m.; Friday: 8:00 a.m. - 4:30 p.m.

Office Location: TUR 3141

Geographic Coordinates: 82.34312 West Longitude, 29.64990 North Latitude

For questions or to inquire about majoring in Geography, please contact the following professor:

Dr. Mao, Ph.D., Associate Professor

Email: liangmao@ufl.edu

Telephone: Dr. Mao: (352) 294-7516

Web site information: <http://geog.ufl.edu/programs/undergrad/>

University Catalog Description of Course:

“Origins and fission of alcoholic beverages and associated crops on a global scale.”
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(Source: University of Florida Undergraduate Catalog 2017-18,
<https://catalog.ufl.edu/ugrad/current/courses/descriptions/geography.aspx>)

COURSE OVERVIEW:

The discipline of geography includes two branches --physical and human, and this course focuses more on the human side, albeit within the context of the relationship between humans and their natural environment. Therefore, this course entails topics pertaining to the geography of alcohol that are at the intersection between the two branches, with disciplinary relevance toward studying spatial scale, processes, patterns, and human-environment interactions.

Discussions in this course will focus on issues broadly related to the geography of alcohol. The structure of the course will entail utilizing a varying format, including, but not limited to, the following: lectures, class discussions, viewing of documentaries and short videos, as well as having guest lectures present on relevant topics (when possible) for instructional and learning purposes. Additionally, students will lead discussions on readings periodically as well.

This course will be structured as a seminar, and will entail a survey of the origins of alcoholic beverages. Furthermore, the course will explore how the uses of alcohol have changed historically, as well as the ways in which some of the best-known alcoholic beverages (including the necessary crops grown to make them accordingly) have been spatially diffused. Themes relevant geographically include the spatial diffusion, distribution, and influences of increasing globalizing forces that have influenced not only the history of alcoholic beverages, but also the production, distribution, and consumption patterns thereof. What is particularly relevant for this course is the role of culture that has led to the development of alcohol based on soil, moisture, climate, and plant availability. Often, alcoholic beverages are integral toward cultural identities, which vary over space and time, as well as within various places at multiple spatial scales. The role of alcoholic beverage purchases, consumption patterns, legal issues, and health implications will be explored as well.

OBJECTIVE: This course will provide students with the contextual information and awareness of the geography of alcohol, in order to facilitate placing this relationship into the context of broader social, political, and economic institutions and dynamics.

COURSE OUTCOMES:

- Develop an understanding of the history and culture of wine, beer, and spirits, while considering the role and importance of space, place, and scale accordingly
- Obtain knowledge about the physical and human geographical attributes and characteristics associated with viticulture, in addition to production of other crops (e.g., grains and hops) associated with manufacturing alcoholic beverages
- Gain an appreciation for the fundamental aspects of viticulture/viniculture, as well as the process of brewing and distilling that lead toward the development of alcohol
- Gain further insights into the importance of cultural, political, economic, and environmental factors associated with the creation of beer, wine, and spirits
- Obtain knowledge about how alcoholic beverages have economic and cultural significance; gain an understanding of the legal issues pertaining to alcohol; human health matters; and how alcoholic beverages are utilized contemporarily
- Develop an appreciation for the principles that contribute toward pairing alcoholic beverages with foods
- Grow intellectually by improving verbal communication, writing, and academic research skills

COURSE FORMAT:

Readings assigned in textbooks, journal publications, and other sources; lectures and class discussions; student presentations; short videos; documentaries (time permitting); and guest speakers (as can be scheduled)

REQUIRED TEXTS:

Gately, Iain. 2009. *Drink: A cultural history of alcohol*. New York: Penguin (USA) Group. Inc.

Curtis, Wayne. 2007. *And a bottle of rum: A history of the New World in 10 cocktails*. New York: Penguin Random House.

Rogers, Adam. 2014. *Proof: The science of booze*. Boston: Houghton Mifflin Harcourt.

RECOMMENDED TEXTS:

Patterson, Mark W. and Nancy H. Pullen. 2014. *The geography of beer: Regions, environment and societies*. Dordrecht, the Netherlands: Springer Science & Business Media.

McGovern, Patrick E. 2009. *Uncorking the Past: The quest for wine, beer and other alcoholic beverages*. Oakland, CA: University of California Press.

Standage, Tom. 2005. *A History of the world in 6 glasses*. New York. Walker & Company.

Stewart, Amy. 2013. *The Drunken botanist: The plants that create the world's great drinks*. Chapel Hill, NC: Algonquin Books of Chapel Hill.

SUPPLEMENTAL READINGS: The instructor will submit additional readings digitally or in hard copy as deemed necessary throughout the semester to reinforce the learning objectives. Please check E-Learning (Canvas) periodically for updates in this regard, and **be ready to DISCUSS these readings in class, as such readings and discussions will affect the students' Attendance and Participation component of their final grade.**

COURSE GRADING:

COURSE EVALUATIONS	POINTS	PERCENT OF GRADE
Leading Class Discussion: (20 Points * 3)	60	30% (10% Each)
3 Quizzes: (20 Points * 3)	60	30% (10% Each)
Co-authored Research Paper (60 * 1)	60	30%
Attendance/Participation	20	10%
TOTAL COURSE EVALUATION	200	100%

CRUCIAL DATES:

- 1) **DEADLINE:** *List of Topics of Interest:* Friday, September 1, 2017, @ 11:59 p.m.
- 2) **Quiz 1:** Friday, September 22, 2017
- 3) **Quiz 2:** Friday, October 27, 2017
- 4) **Quiz 3:** Wednesday, December 6, 2017
- 5) **Co-Authored Research Paper:** DUE Monday, December 11, 2017, at 11:59 p.m.

COURSE MODULES:

I. Geography and the History of Alcohol:

Understanding “Geography” (capital “G” is intentional) requires some foundational discussions about the discipline, in order to facilitate a geo-historical perspective of alcohol production and consumption patterns. Alcohol has been historically significant; as such, historical developments over time (temporal) and space (spatial) within various regions of the world will provide useful context for the relevance of alcohol at present.

II. The Science of Alcohol:

The topics to be discussed include the most known (and lesser known) plants utilized in the production of alcohol, as well as the processes of fermentation and distillation. Additionally, topics will entail the effects of alcohol on the human body (short-term and long-term), such as inebriation, “hangovers,” withdrawals, and long-term health implications as well.

III. The Sociocultural and Economic Attributes of Alcohol:

The relevance of the economies of alcohol, particularly with respect to business practices, will be examined accordingly. An emphasis on the American “craft beer” industry (i.e., microbreweries) will be explored as well. The various drinking practices of several cultures necessitate discussion too. Other topics of importance will include discussions of alcohol and its connections to, relationships toward, or the effects of, the following: religion; sports; music; food; individuals’ moods and behaviors; and laws.

Leading Class Discussions (60 Points):

By Friday, September 1, each student will be required to submit topics that they find of interest that are related to the modules (i.e., the geography and the history of alcohol; the science of alcohol; and the sociocultural and economic attributes of alcohol). From this list, you will be assigned a date and topic, in which you are expected to lead the class discussion for that particular class session. It is strongly recommended that each student choose a topic from the required course textbooks; however, if one chooses outside readings (of interest), then such readings must be provided to the entire class (including the instructor), via Canvas, by at least 48 hours prior of one’s assigned lead class discussion date. Since topics must vary, the process will entail a first come, first serve approach, though I will do my best to assign each student their chosen topic. Yet, I reserve the right to provide a topic that I think is particularly relevant to the class as a whole. It is possible, given what the class size may be, for me to assign two students to lead the class discussion on the same day. However, if this is the case, then both students must address the class while discussing the readings, and in such a scenario, each student will receive credit individually.

One is free to present as they see fit; one can utilize a PowerPoint presentation or another software program to present for class discussion, though that is not required. Flexibility is permitted when it comes to leading the class discussions. Note that each student must present at least once per module (as there are three throughout the course). As this course will often entail a seminar style approach, it is imperative that all members of the course actively participate in class discussions throughout the semester.

Three Quizzes (60 Points):

Each quiz will occur at the end of each module. Quizzes will be based on course lecture and presentation materials, students' presentations when they are leading course discussions, and material relevant to guest speakers' discussions on any given date (as can be scheduled). Make-up quizzes *will not be given* unless students have extenuating circumstances that they can document, in writing, as follows:

FIVE CONFIRMED EXCUSES FOR MISSING A QUIZ:

- 1) **Illness:** I will need to see a physician's (i.e., doctor's) note and receive emailed notification of your absence. This note does not need to violate your privacy, however, it does need to indicate that you were treated by a medical professional who can attest to your need to miss class during a quiz date or that would preclude you from taking such a quiz when scheduled. Documentation must include information that verifies the number of days away from class that you need(ed) due to illness.
- 2) **Wake/Funeral/Memorial Service Attendance:** I will need proof of attendance with the date of the ceremony/service listed clearly in writing.
- 3) **Mandatory courtroom appearance:** This can be for a criminal or civil summons, or it may be for mere jury duty. However, I will need a copy of your official court summons with the date of attendance clearly listed.
- 4) **UF Athletic or Performance participation:** I will need appropriate documentation IN ADVANCE.
- 5) **Military service assignments:** I will need proper documentation and it is a courtesy to the instructor to provide this information in advance.

Research Paper:

Each student will be assigned to a group, in which all members of a group are to be co-authors on a research paper. The paper must be 12 to 15 pages in length, with double-spaced text, one-inch margins on all sides, inserted page numbers, and proper attribution of sources. The final paper requires consistency with whatever formatting style is used (whether it is the Chicago Manual of Style, the Modern Language Association [MLA] style, the American Psychological Association [APA] style, etc.). Each paper must include at least ten (10) scholarly sources (e.g., peer-reviewed journal articles, monographs, edited works, etc.). Additional sources (e.g., from the World Wide Web/Internet, media outlets, etc.) can be incorporated into the paper, though they would be in addition to the aforementioned requirement of scholarly references. Each paper should include at least one map (which can be inserted), and said map, as well as any images, graphs, charts, etc., must be mentioned within the paper itself (so as to direct the reader to it[them] accordingly). Moreover, proper citation thereof is required.

The instructor must approve the topic of the research paper, and failure thereof may entail a group receiving a "zero" for a grade for this assignment. Topics must relate to the geography of alcohol, though the instructor is giving broad leeway toward that end. Nevertheless, students are encouraged to submit a draft of the research paper, so that the instructor can comment on them accordingly, in order to provide useful advice to improve the outcome thereafter. All research papers must be submitted digitally to E-Learning (i.e., Canvas) no later than Monday, December 11, 2017, at 11:59 p.m. Late papers will be assessed a penalty of 10% for each day that they are late.

ATTENDANCE AND PARTICIPATION:

Regular classroom attendance and participation are key components of student success; however, for full credit toward attendance and participation, students are expected to be at every class meeting throughout the entire class session, and must not be reading other materials (including laptop computers, tablets, cell phones, etc.). Participation entails responding to questions directed by the instructor and by participating in peer-initiated discussions as well.

Please NOTE: It is important to stress that it is good practice to read your work (once you are ready to submit it to your instructor) and to read your work aloud (such as at home) before submitting it for evaluation. This will facilitate picking up any minor spelling, syntax, grammatical, and other errors in writing that one can overlook when engaging in a writing assignment itself.

FINAL GRADES WILL BE ASSIGNED AS FOLLOWS:

- A = 94.0-100
- A- = 90.0-93.9
- B+ = 87.0-89.9
- B = 84.0-86.9
- B- = 80.0-83.9
- C+ = 77.0-79.9
- C = 74.0-76.9
- C- = 70.0-73.9
- D+ = 67.0-69.9
- D = 64.0-66.9
- D- = 60.0-63.9
- E = < 60.00

NO CLASS MEETING: Monday, September 4 (Labor Day); Friday, October 6 (Homecoming); Friday, November 10 (Veterans' Day Observed); Wednesday, November 22, and Friday, November 24 (Thanksgiving Break)

LAST DAY OF CLASS: Wednesday, December 6

NOTE: Thursday, December 7, and Friday, December 8, are both university-designated Reading Days

FINAL EXAM: 13C

GRADING POLICY: This course will adhere to the University of Florida's policies on grading, as found at the following Web link.

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

ATTENDANCE POLICY:

This is *not a correspondence course* and thus your physical presence in the classroom is required. You are expected to attend class regularly, and as such, I will take attendance every class session to get to know everyone's name and to learn more about the students in the beginning of the course. Punctuality and regular attendance are essential components toward student success (given the amount of material discussed during class time); however, you are responsible for all the material covered in class, whether you are present or absent.

NOTE: Please see the following link for more information on attendance, as this course will adhere to the University of Florida's regulations in this regard.

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

ACCOMMODATING STUDENTS WITH DISABILITIES: If you need course adaptations or accommodations due to a documented disability, if you have emergency medical information that you need to share with me, or if you need special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible.

If students need classroom adaptations/accommodations, then they must begin the process by registering with the Dean of Students Office.

Additionally, please see the Disability Resource Center for arrangements in this regard (if you have not done so already) in 0001 Building 0020 (Reid Hall).

Contact information for this center can be found at www.dso.ufl.edu/drc/

OTHER KEY INFORMATION FOR SHORT-TERM/LONG-TERM SERVICES RELATED TO ACADEMIC, SOCIAL, OR PERSONAL ISSUES:

The University Counseling & Wellness Center: (352) 392-1575
(<http://www.counseling.ufl.edu/cwc/Default.aspx>)

The Student Health Care Center (352) 392-1161

The University Police Department can be contacted at (352) 392-1111 or dial 911 for emergencies.

IMPORTANT NOTE: If I have indicated that you have problems with grammar and writing style, I will encourage you to take your drafts to the Writing Studio and work with the consultants there to assist in strengthening your papers. Anyone is eligible to utilize their services, which are FREE of charge, so take advantage of what they are able to assist you with in the process. Even students who earn A and B grades are welcome make an appointment at the Writing Studio. One-on-one assistance and consultation is available.

Contact Information:

The Writing Studio (within the University Writing Program)
302 Tigert Hall
(352) 846-1138
<http://writing.ufl.edu/writing-center/>

IMPORTANT NOTE ABOUT CITATIONS AND REFERENCES:

Using others' words, ideas, images, graphics, illustrations, maps, diagrams or other intellectual property requires proper citations and documentation. One's own words describing information gathered from elsewhere (in addition to direct quotations) requires proper citation and documentation to avoid plagiarism. You are responsible for knowing the rules of referencing sources for your writing. The following Web link will provide you with the citation style used in the Annals of the American Association of Geographers (AAG), which is a top-tiered, peer-reviewed scholarly journal published by the American Association of Geographers. I recommend that you use the following guide as a reference to maintain consistency throughout the course with your proper citations/parenthetical documentations that is in accordance with academic scholarship.

http://www.aag.org/galleries/publications-files/Annals_of_the_AAG_Style_Sheet.pdf

ONLINE COURSE EVALUATION:

Students will be expected to evaluate the quality of instruction in this course based upon 10 criteria. Evaluations can be completed online at this site:

<https://evaluations.ufl.edu>

Evaluations can typically be completed during the last two or three weeks of the semester, but students shall be made aware of when the evaluations will be accessible online. The summary results of these evaluations will be available at the following site:

<https://evaluations.ufl.edu/results/>

POLICY REGARDING ACADEMIC HONESTY:

UF students are bound by The Honor Pledge which states, "(W)e, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code

[\(http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/\)](http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor.

OTHER COURSE POLICY ISSUES:

CLASSROOM ETIQUETTE:

University classrooms are professional environments and you are expected and required to act accordingly. Class attendance is more than a mere physical presence in the classroom – it means the following rules are expected and required: no reading of novels, magazines, newspapers, notebooks, or anything else during class. Playing of games, passing notes, having side conversations with neighbors, or using laptops are not permitted. **ABSOLUTELY NO TEXT MESSAGING DURING CLASS TIME!** You should set your cell phones to mute or vibrate and put them away for class. As the instructor, I reserve the right to interrupt class to ask that the offending student(s) to STOP with whatever activity that it is that disrupts the teaching/learning process, and if necessary, require that they leave the class if said activity continues during a class session or in subsequent sessions. Lastly, it is okay to disagree with others about their opinions, but please show due respect accordingly. You are all in this together and my job is to best facilitate the learning environment equally amongst all students. Civility is expected at all times.

CLASS CANCELATION:

In the event that the university is closed due to inclement weather or for some other unforeseen circumstance, then that class meeting's itinerary is moved to the next scheduled class session. However, it is your responsibility to keep up-to-date with any changes that might occur with adjustments to the class schedule and with respect to due dates.

THE INSTRUCTOR RESERVES THE RIGHT TO ALTER OR MODIFY THE CONTENT COVERED AND THE SCHEDULE FOR DUE DATES AT ANY TIME DURING THE SEMESTER.

I look forward to working with you all this fall semester. Good luck, learn geography, and have fun in this class too! Much of your education is what you make of it, so do your part to make the best of this experience while you earn credits toward your university degree. Have a great semester!

IF YOU ARE NOT SATISFIED WITH YOUR PROGRESS DURING THE SEMESTER, PLEASE SEE ME AS EARLY AS POSSIBLE. PLEASE DO NOT WAIT UNTIL THE END OF THE SEMESTER TO ADDRESS CONCERNS. ADDITIONALLY, IF ENGLISH IS NOT YOUR FIRST LANGUAGE AND THIS MAY PRESENT A PROBLEM IN YOUR COMMUNICATING IN WRITING IN THIS COURSE, PLEASE SEE ME AS SOON AS POSSIBLE TO ASSIST YOU WITH MOVING FORWARD. Welcome to the "Geography of Alcohol"! I look forward to being your instructor.